

Personal Branding

INSPIRATION BOARD



Asarai branding. Digital Image. TheDieline. 4 Dec 2017, <https://beta.thedieline.com/blog/2017/11/6/asarai>.



Terra Verde branding. Digital Image. TheDieline. 5 Apr 2017, <https://beta.thedieline.com/blog/2017/3/27/terra-verde-honey-is-proof-that-low-cost-productions-can-still-blow-you-away>.



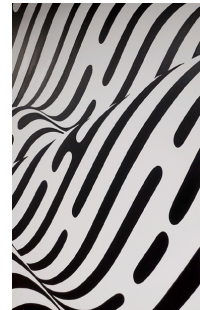
Women's Foundation 25th Anniversary. Digital Image. Behance. 21 June 2018, <https://www.behance.net/gallery/66098231/Womens-Foundation-25th-Anniversary-Campaign>.

COLOR

I would like to utilize bright saturated colors with high contrast for my brand. I tend to gravitate towards colors that pop out and are eye catching. Yellow is one of my favorite colors as I feel it best represents my personality- bright, optimistic, happy. However I would also like to experiment with utilizing multiple colors like blues and orange.



Airbnb kitchens, San Francisco CA. Digital Image. Tumblr. 2 Aug 2017, <http://brendantheblob.tumblr.com>



In Hawaii, for TheSurfJack. Digital Image. Tumblr. 4 Feb 2016, <http://brendantheblob.tumblr.com/post/138678984694/in-hawaii-for-theurfjack>.



TEXTURE

Patterns and illusions immediately grab my attention. I find them mesmerizing and exciting. They add a fun playful tone and/or can be mysteriously intoxicating. I would love to create some texture by adding some playful patterns. In the poster in the top right corner with the blue background, there is a pattern behind the text that creates depth and movement to the piece.

Megamcgrathh. Jackson 5 Red Bull Music Poster. Instagram, 10 Aug 2018, www.instagram.com/p/BmUafHILrh/?utm_source=ig_share_sheet&igshid=19ogkzchu03pj.



Megamcgrathh. Nothing Real Can Be Threatened. Instagram, 28 May 2018, www.instagram.com/p/BjVYs22lbN5/?utm_source=ig_share_sheet&igshid=1g6gynsvmovk.



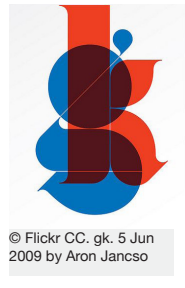
TYPE

I have a strong interest in typography and handlettering. These works above were done by a handletterer whom I admire. She combines her love for hip hop and type by bringing lyrics to life with her rounded, swoopy letters and flourishes. I am drawn to the flourishes as it creates dynamic movement and energy. I would like my brand to have similar movement and energy.

The lowercase serif g draws my attention with its curves. I'd like to incorporate this lowercase g into my logo. The curves and shapes go along with my interest in shapes and patterns.



G | Áron Jancsó. Digital Image. Wordpress. 8 Nov 2013, <https://kanardo.wordpress.com/2013/11/08/aron-jancso/>.



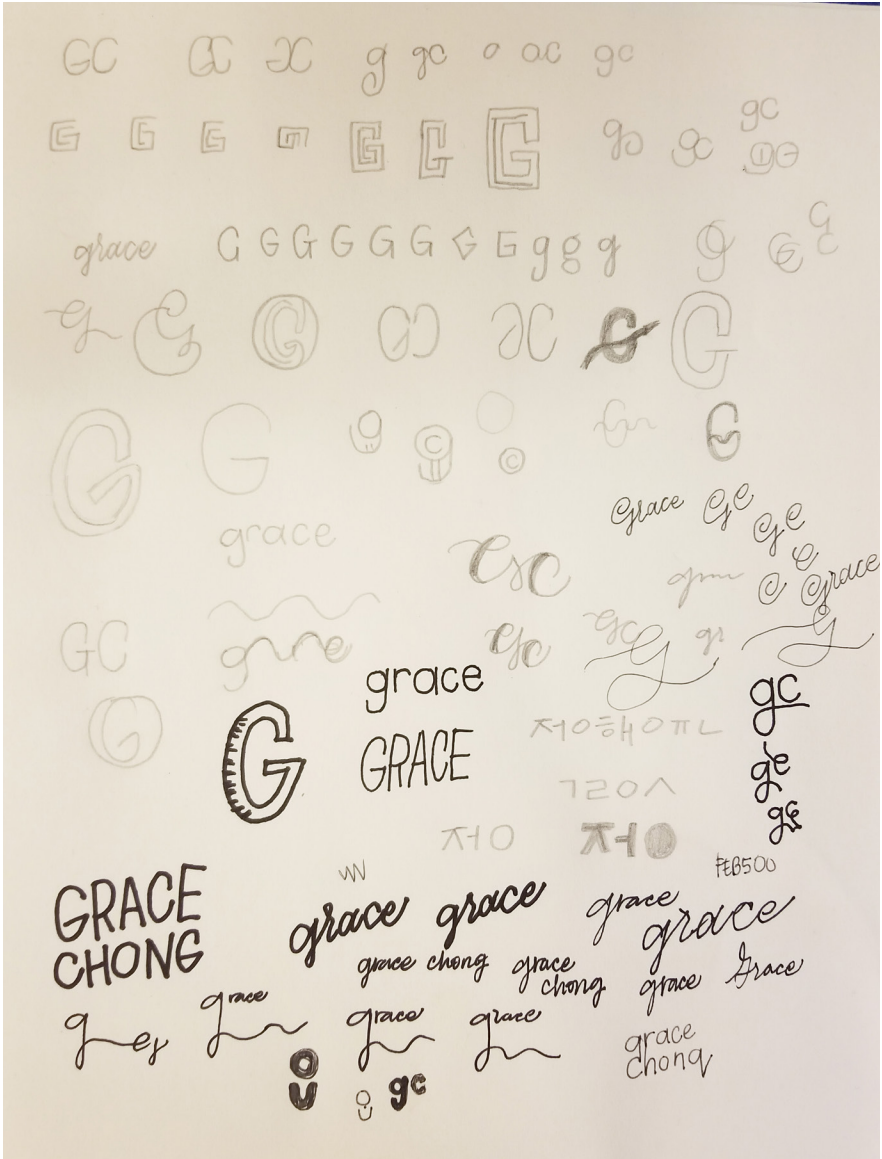
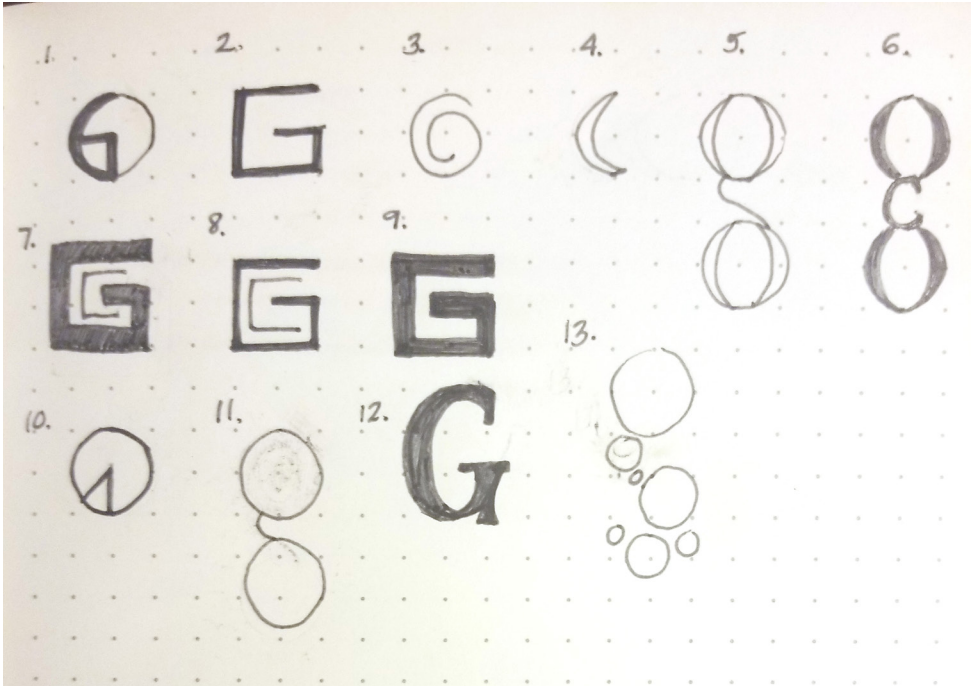
© Flickr CC. gk. 5 Jun 2009 by Aron Jancso

LAYOUT

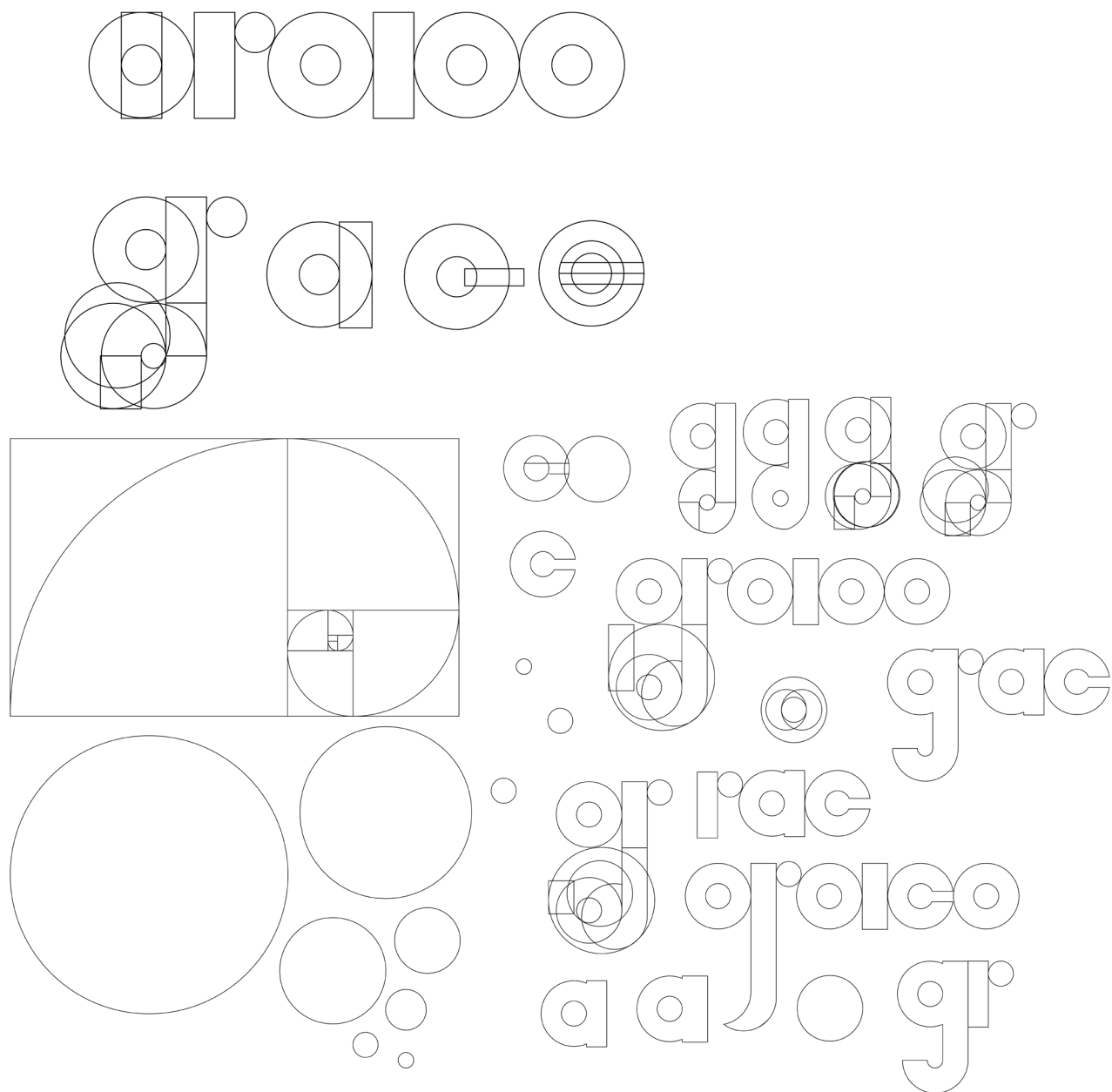
The image on the left showcases my interest for typography and layout. I find the placement and arrangement of the text to be strong. I would like to use these techniques to strategically layout my business card, resume, letterhead, etc. This will help deliver my image of detail oriented and eye for typography.

GRACE CHONG

Sketches



Vector Logo



- Golden Ratio
- Geometric Shapes

g'ace
g'ace

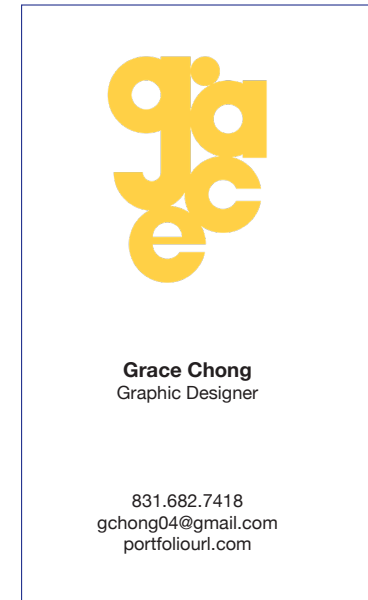
Logo



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Business Cards



Letterhead

February 28, 2019

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831.682.7418 gchong04@gmail.com portfoliourl.com

February 28, 2019

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February 08, 2019
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